

Catching up and meeting the new

It's Computex once again and we all know what goes on over there. Being one of the biggest computer expo around, you can expect an impressive showcase of technological gadgets and hardware all lined up across the shelves. Not to mention the countless number of gorgeous booth babes eager to give us a preview what's new and hot! We took this opportunity to catch up with the technological giant, Gigabyte, and find out what they have in store for us. Also, we met up with SDS Distribution's newest addition to their list of partners, DEEPCOOL, who provide coolers for CPUs, RAM and what not.



M700

gamers alike are more inclined to get their hands on one. At Computex, we saw some of Gigabyte's upcoming notebooks that might make their way to Malaysia.

Apart from the notebook PCs, Gigabyte has also ventured into another new category of mobile PCs, typically the UMPCs and netbooks. At Computex, we caught a glimpse of a few models that Gigabyte told us about, namely the M912X netbook, and M528 and M700 UMPCs.

Gigabyte has not confirmed whether all these products will be arriving in Malaysia, but they have mentioned that the M704 UMPC will be shipped here in July or August. With regards to whether we'll see the rest here, Simon Chow, General Manager, Notebook Division of SDS Distribution, said that SDS Distribution will definitely analyse the market here to see which product might do well.



W576V

Ever growing Gigabyte

Gigabyte Technology has seen much growth over the past year since we last saw them at Computex '07. With five divisions under them, Gigabyte has successfully tapped into most, if not all, of the hardware categories. Of the five, the most notable ones are Gigabyte United, Gigazone International, and G-Style, who provide graphics cards and motherboards, thermal solutions and LCD monitors, and notebooks respectively.

The notebook market is becoming one of the fastest growing commodities within these couple of years. With more powerful components such as discrete GPUs and processors now being incorporated in notebook PCs, business professionals and



M912X



M528



X921 SW/DW

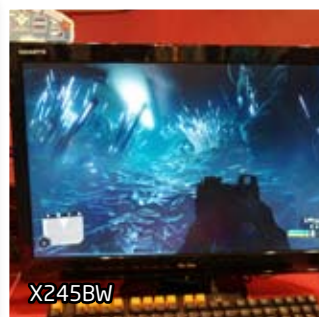


Touch Screen monitor

We've seen mostly VGA cards and motherboards from Gigabyte, but now we might get a chance to see LCD monitors from them as well. Interestingly, the LCD displays are handled by Gigazone International, who are solely responsible for providing thermal solutions such as CPU coolers, PSUs and casings. We managed to spend some time with the Gigazone crew, and here's what they had to say about the upcoming monitors.



X221 SW/DW



X245BW

Gigabyte is also well known for their thermal solutions, which are the CPU coolers, power supplies, and the funky casings. Some we've already seen, like the ODIN series of PSUs, G-Power CPU coolers, and the 3D Mercury casing. Gigabyte has even come up with a notebook cooling pad for their new netbooks and notebooks that they've launched. Take a look at the latest components they've introduced.



MAX-IT:
Could you tell us more about the LCD product line?

Gigazone:
We currently have four different sizes of widescreen LCD displays available for shipment. They are 16", 19", 22" and 24". Our main focus, however, is the 19-inch and 22-inch displays as they offer a balance of affordability as well as performance.

MAX-IT: So when can we hope to see them in Malaysia?

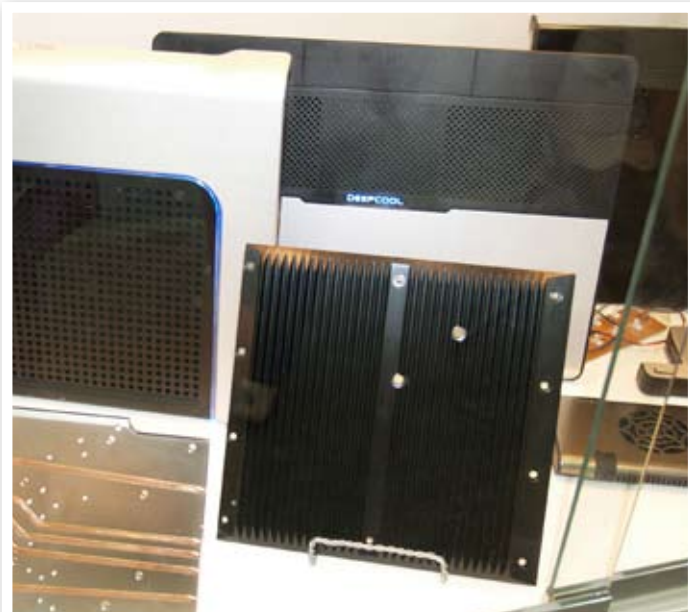
Gigazone:
The LCD monitors are targeted to reach Malaysia by Q3 and Q4. To be more specific, we are planning to ship them over to you by July itself!



Cooling its way to Malaysia



SDS Distribution recently entered a partnership with China-based thermal company, DEEPCOOL, so we took the chance to pay them a visit at Computex to see what they have to offer. DEEPCOOL provides thermal solutions for all types of components ranging from, CPUs, graphics cards, chipsets, hard disk, RAM, and more. They are original design manufacturers, so they actually make their coolers from their own factories in ShenZhen under Beijing Xinquansheng Industry and Trade Co. Ltd., which is their actual company behind the face of DEEPCOOL. At their booth, we had a chance to speak with Simon Liu, Manager of Import & Export Department, and here's how the interview went.



MAX-IT: So tell me about DEEPCOOL because we don't really hear much of you guys in Malaysia.

Simon: Well, we started out in ShenZhen, China, in 1996. Initially, we only supplied thermal solutions to vendors outside of China, but in the past few years, we started branding our own products and have made a positive impact in Europe and the US. We currently have a branch in Europe.

MAX-IT: Now since you're coming to Malaysia, you'll be facing strong competition from the likes of Arctic Cooling, ASUS, Gigabyte, Zalman, and more. What advantages do you have against them?

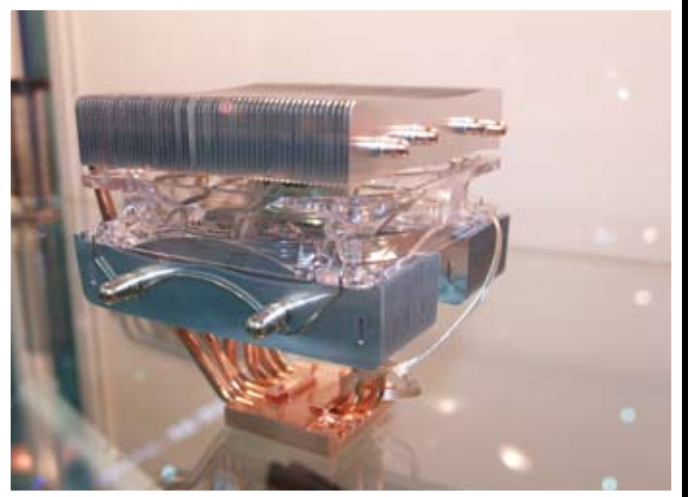
Simon: One of our strong points is that we manufacture our own products and not through another supplier. Because of this, the overall cost of the components is brought down considerably, making us one of the cheapest thermal solutions providers in the market. Another advantage is that we are an NDA partner of AMD and a CNDA partner of Intel, we get technology support, thermal design guides, thermal test vehicles, and more, from them regularly.

Intel has also approve of our lab in Beijing, where we have constructed wind tunnels, acoustic chambers, environmental chambers, load test equipment and various thermal test vehicles. So you get nothing but the best quality from us, and we're affordable too.

MAX-IT: That's great to hear! Now most of the thermal solutions providers are incorporating water fusion cooling solutions in their product line. Will DEEPCOOL be venturing into that market as well?

Simon: We don't see a need for us to go in that direction as only the enthusiast





community invests in those commodities. The bigger market is with the budget users. So we'll stick to our passive and cooling fan solutions.

MAX-IT: Awesome! Well we hope to see more of your products here in Malaysia.

Simon: Oh don't worry, we've already arranged three large shipments to your country (smiles).

MAX-IT: Whoa...



Right: Simon Liu, Manager of Imports & Exports Department

